

CONTRACT #5
RFS # N/A

Tennessee Board of Regents

VENDOR:
Tennessee Technological
University



Tennessee Board of Regents

1415 Murfreesboro Road - Suite 350 - Nashville, Tennessee 37217-2833
(615) 366-4400 FAX (615) 366-4464

July 29, 2005

RECEIVED

AUG 09 2005

FISCAL REVIEW

Ms. Leni S. Chick
Fiscal Analyst
Rachel Jackson Building, 8th Floor
Nashville, TN 37243

Dear Ms. Chick:

Enclosed please find an amendment to the agreement between Tennessee Board of Regents and Tennessee Tech University which provides services to implement and direct the 2005-2006 Regents On-line Degree Program and Regents On-line Continuing Education marketing campaign.

I realize that contracts are to be submitted to you 60 days prior to the proposed implementation date. The contract was received and finalized at the TBR central office to be approved on July 29, 2005. **Please contact me or Angela Gregory regarding the date this will go before the Fiscal Review Committee and I will inform the representatives to insure they are present for the meeting in which the contract will be discussed.** If you have any questions, please do not hesitate to contact me at 366-3920 or Ms. Greogry at 366-4436.

Information regarding the contract may be sent to my attention at the Tennessee Board of Regents, 1415 Murfeesboro Road, Suite 340, Nashville, Tennessee 37217.

Sincerely,

Elizabeth Holton McClaran
Administrative Assistant/Coordinator

Cc: Charles Manning
Bob Adams
Lisa Hall

Austin Peay State University • East Tennessee State University • Middle Tennessee State University • Tennessee State University
Tennessee Technological University • University of Memphis • Chattanooga State Technical Community College
Cleveland State Community College • Columbia State Community College • Dyersburg State Community College
Jackson State Community College • Motlow State Community College • Pellissippi State Technical Community College
Roane State Community College • Southwest Tennessee Community College • Volunteer State Community College
Walters State Community College • Nashville State Technical Community College • Northeast State Technical Community College
The Tennessee Technology Centers

TENNESSEE BOARD OF REGENTS CENTRAL OFFICE
JUSTIFICATION FOR NON-COMPETITIVE PURCHASES AND CONTRACTS
FOR \$250,000 AND GREATER

(1) Description of service to be acquired:

To implement and direct the 2005-2006 Tennessee Board of Regents, Regents Online Degree Program (RODP) and Regents Online Continuing Education (ROCE) marketing campaigns.

(2) Explanation of the need for or requirement placed on the procuring institution to acquire the service:

RODP and ROCE are both fairly new programs that are still in their infancy and need the name branding and visibility of Tennesseans.

Also, RODP/ROCE need the quality of innovative and highly sophisticated marketing solutions that TTU provides to position these TBR programs to excel in the dynamic online educational market and to continue to meet the critical workforce and economic development needs in the State of Tennessee.

(3) Name and address of the proposed contractor's principal owner(s):

TENNESSEE TECHNOLOGICAL UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION
ATTN: KEVIN LISKA, DIRECTOR BUSINESSMEDIA CENTER
COOKEVILLE, TN 38505

(4) Evidence that the proposed contractor has experience in providing the same or similar service and evidence of the length of time the contractor has provided the same or similar service:

TTU has a broad staff and a strong team of employees with expertise in graphics, Internet, journalism, and marketing. They also strive to give students hands on experience when the opportunities exist.

The quality of the previous services and products received from TTU has been excellent and has far exceeded the original expectation set forth or required.

(5) Explanation of whether the service was ever bought by the procuring institution in the past, and if so, what method was used to acquire it and who was the contractor:

Yes—first purchases of these services and products began in FY 03-04 via TTU by sole source—state agency procurement process.

(6) Description of procuring institution's efforts to used existing institutional employees and resources or, in the alternative, to identify reasonable, competitive, procurement alternatives (rather than to use non-competitive negotiation):

TBR is using existing institutional employees and resources as TTU is one of the constituent institutions of the TBR. The combined contract for FY 04-05 and FY 05-06 exceeded the \$250,000 threshold amount requiring this contract to be forwarded to the Legislative Fiscal Review Committee for approval.

(7) Justification of why the state institution should acquire the service through non-competitive negotiation:

The State of Tennessee and the Tennessee Board of Regents should acquire the services as noted above through non-competitive negotiation with Tennessee Technological University as this is a state agency competent of provide the high quality services being sought at a much lower rate than could be bought on the open market and this in turn keeps the business and money within the State.

Also, per TBR purchasing policy this type of procurement is allowed under 4:02:10:00 section XV. B Non-competitive negotiation for sole source procurement – the negotiation of the terms of a contract with only one provider.

Personal, professional and consultant service contracts may be obtained by non-competitive negotiation when the contractor is a state agency, a political subdivision of the state, and any other public entity in Tennessee, or an entity of the federal government. (See Section I. D. of this policy and F&A Rule 0620-3-3-.03.)

APPROVAL: Paula Lynn Short 8-5-05
Paula Short
Date

Vice Chancellor for Academic Affairs

APPROVAL: Charles W. Manning 8/5/05
Charles W. Manning
Date
Chancellor

REVIEW BY FISCAL REVIEW COMMITTEE:

Chairman

Date

**AMENDMENT TO
PROFESSIONAL SERVICES AGREEMENT
BY AND BETWEEN TENNESSEE TECHNOLOGICAL UNIVERSITY (TTU) AND
THE TENNESSEE BOARD OF REGENTS**

This Amendment of the Professional Services Agreement, dated August 10, 2004, as amended June 9, 2005 ("Agreement") by and between TTU ("Contractor") and the Tennessee Board of Regents ("TBR") is made, entered into and effective July 22, 2005.

WITNESSETH

WHEREAS, The Contractor and TBR have entered into the Agreement subject to certain modifications, clarifications and changes; and

WHEREAS, The Contractor and TBR agree, through this Amendment, to reflect certain additional modifications, additions and clarifications to the terms and conditions in the Professional Services Agreement.

NOW, THEREFORE, in consideration of the mutual covenants undertaken herein, the parties hereby agree to amend the terms and conditions of the Agreement specifically as set forth herein:

1. Item A. See new ATTACHMENT A for services to be performed and the associated fees totaling \$200,000. This will replace the Attachment A dated June 9, 2005 in which the noted services have been fully completed.
2. Item B. In no event shall the liability of the TBR under this contract amendment exceed \$200,000. The total liability of the Agreement including the amount of this amendment is \$426,000.
3. Prevailing Documents. In the event of any conflict or inconsistency between the terms and conditions of this Amendment and the Agreement, the terms of this Amendment shall prevail.
4. Termination. The beginning date of this amendment is September 1, 2005 and shall terminate either on August 31, 2006, or upon written notice by one party to the other that is at least 30 days before the effective date of termination. In that event, the Contractor shall be entitled to receive just and equitable compensation for any satisfactory authorized work completed as of the termination date.
5. State Purchasing Requirements. Contractor will comply with State Purchasing requirements in the performance on this contract.
6. Reporting. Upon invoicing, Contractor will provide itemized reporting (percentage of progress of the specific deliverables completed) regarding scope of services.

In witness of the acceptance of the terms of this Amendment, the parties have by their duly authorized representatives set their signatures.

Other than as amended herein, the terms of the Agreement (and Amendment dated June 9, 2005) are hereby ratified.

TENNESSEE TECHNOLOGICAL UNIVERSITY

By: _____

Title: _____

Date: _____

TENNESSEE BOARD OF REGENTS

By: _____ Date: _____
Charles Manning, Chancellor

FY 2005-2006 RODP/ROCE MARKETING CAMPAIGN BUDGET:

- 1. Continue development of an Internal Marketing Program.** **\$10,000**
 - Deliverable: Plan, create, and help to implement an on-going communication program with campus reps, campus decision makers, and TBR Personnel. A steady and comprehensive program is required. It will not get done unless there is a planned and ongoing program that promotes and attracts feedback from the TBR and the campus reps. Included as a minimal deliverable will be an Internet site that is accessible to all TBR member institutions and includes at least 15 testimonials and features a communication forum for appropriate stakeholders.

- 2. Monitor the 2005 Marketing Plan and Write Another Marketing Plan.** **\$10,000**
 - Deliverable: Write another marketing plan. This may seem obvious but a good organization needs a yearly marketing plan that is ongoing constant adjustment. One shot marketing plan really makes an organization weak and it fails to learn on a yearly basis what is working and not working. Also, the learning curve is now enhanced after the first marketing plan is written. Part of this work will include establishing a Marketing Advisory Group to review the Marketing Plans. Minimal deliverables will include a master copy of at least a 100 page marketing plan and a 5 page executive summary.

- 3. Continue to Implement and Expand Trade Show Marketing** **\$10,000**
 - Deliverable: Plan and help with trade show marketing, including the gathering of information, the production of marketing options to enhance productivity. Deliverables include the design and production of 3 trade show displays (such as Nursing, Education, Continuing Ed) and the coordination necessary to result in the display at high visibility trade shows.

- 4. Continue to Enhance and Implement Marketing Research Program** **\$5,000**
 - Deliverable: Examine esurvey and study possible improvements. Complete statistical summaries and analysis of the esurvey. Author and submit for academic presentation at least a 20 page paper

discussing results of the esurvey.

- 5. Design New Product Marketing Materials using Established Branding** **\$10,000**

 - Deliverable: Marketing materials for new RODP/ROCE projects. Design and deliver at least 5 new marketing flyers/posters/press releases as determined by RODP/ROCE product needs in the next 12 months. Design and deliver a master and 500 copies of a portfolio to facilitate the communication of these new RODP initiatives.
- 6. Develop RODP/ROCE Promotional Items using Established Branding** **\$5,000**

 - Deliverable: Develop and distribute various promotional items. Design and produce at least 1000 units of promotional items such as mouse pads, folders, and other materials as approved by RODP.
- 7. Explore and Develop Strategic Partnerships** **\$10,000**

 - Deliverable: Examine the potential of strategic alliances with profit and not-for-profit organizations. It is feasible to identify and seek potential alliances for both RODP and ROCE offerings and programs. Identify and implement at least 5 new strategic partnerships. Produce public relations and or advertisements promoting each new partnership.
- 8. Continue 2003-2005 Implementations of Print, Online, and Public Relations Work.** **\$10,000**

 - Deliverable: Manage and implement changes necessary to existing marketing, print, CD-ROM and online media. Produce and distribute at least 10,000 brochures to assure market coverage
- 9. Continue 2003-2005 Marketing and Demonstration CD-ROM.** **\$10,000**

 - Deliverable: Program using Macromedia Flash necessary corrections to the current CD-ROM as additional copies are replicated to meet distribution needs throughout the state. Produce and deliver at least 3,000 copies.
- 10. Continue to Develop and Enhance a Public Relations Press Kit to be used within the TBR System to Communicate Program Opportunities and successes.** **\$5,000**

 - Deliverable: Press kit ready for electronic distribution. Deliver at least 10 templates for

easy replication by member institutions.

- 11. Continue to Implement a Marketing Campaign that Impacts Labor and Workforce Development.** **\$5,000**

 - Deliverable: Distribute marketing materials to Tennessee Career Centers. Deliver brochures and posters and table top displays all 13 Career Centers.
- 12. Continue to Implement a Marketing Campaign to Tennessee Industry and Key Employers to use RODP to Meet Employee Training Work Needs and Workforce Development Goals.** **\$5,000**

 - Deliverable: Distribute marketing materials including Cd-ROMs and printed material to over 500 select Tennessee companies.
- 13. Accomplish Other Marketing Tasks on Behalf of RODP as Requested by RODP Leaders.** **\$5,000**

 - Deliverable: Respond to RODP correspondence, calls and meetings as needed.
- 14. Implement television, radio, and electronic media advertising in markets as determined by the marketing plan.** **\$75,000**

 - Deliverable: Coordinate the production and distribution of electronic advertising. Include approximately 50% for television ads. Work with the selected TV vender to assure appropriate content selection. Produce and distribute additional electronic advertisement by managing at lease 4 additional campaigns in electronic media.
- 15. Build on Branding to Create and Conduct System-wide Marketing Training Workshops** **\$5,000**

 - Deliverable: Conduct a marketing workshop at locations determined by RODP that teach and motivate TRB RODP/ROCE employees to move forward and implement new, sophisticated online marketing techniques developed in conjunction with this project.
- 16. Articulate Branding Concepts by Developing and Authoring Marketing Training Manual** **\$5,000**

 - Deliverable: Develop and implement an interactive training manual that is optimized to sensitize a large state system such as TBR to respond to new marketing opportunities in online learning niches. Produce at least 50 copies of at least a 50 page manual.

**17. Modify RODP Internet Site for Continuous Improvement
Using Current Marketing Themes**

\$15,000

- Deliverable: Develop and implement graphic and communication improvements to the main RODP website as recommended by RODP. This work will be performed for at least 7 sections identified as: 1) Awards 2) RODP 3) Degrees 4) Student Services 5) Faculty 6) ROCE 7) Masters

TOTAL

\$200,000

SEP 17 2004

Lisa Hall
COPY OF THE
ORIGINAL CONTRACT
DATED 8/10/04

PROFESSIONAL SERVICES AGREEMENT
BETWEEN
TENNESSEE BOARD OF REGENTS
AND
TENNESSEE TECHNOLOGICAL UNIVERSITY

This Agreement is made this August day of 10, 2004, by and between the Tennessee Board of Regents, hereinafter referred to as the "Institution", and Tennessee Technological University, hereinafter referred to as "Contractor".

WITNESSETH:

In consideration of the mutual promises herein contained, the parties have agreed and do hereby enter into this agreement according to the provisions set out herein:

A. The Contractor agrees to perform the following services:

See Attachment A.

B. The Institution agrees to compensate the Contractor as follows:

1. Payments to the Contractor shall be made only after receipt of invoices for services performed. The final payment shall be made only after the Contractor has completely performed its duties under this agreement. Monthly invoices should be mailed to the following address:

Deanna Hall, Director of Fiscal Services
Tennessee Board of Regents
1415 Murfreesboro Road, Suite 350
Nashville, TN 37217

2. In no event shall the liability of the Institution under this contract exceed \$126,000.

C. The parties further agree that the following shall be essential terms and conditions of this agreement.

1. The parties agree to comply with Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Executive Order 11,246, the Americans with Disabilities Act of 1990 and the related regulations to each. Each party assures that it will not discriminate against any individual including, but not limited to, employees or applicants for employment and/or students because of race, religion, creed, color, sex, age, disability, veteran status or national origin.

The parties also agree to take affirmative action to ensure that applicants are employed and that employees are treated during their employment without regard to their race, religion, creed, color, sex, disability, veteran status, or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation, and selection available to employees and applicants for employment.

2. The term of this contract shall be from September 1, 2004 to August 31, 2005.
3. This agreement may be terminated by either party by giving written notice to the other, at least 60 days before the effective date of termination. In that event, the Contractor shall be entitled to receive just and equitable compensation for any satisfactory authorized work completed as of the termination date.
4. If the Contractor fails to fulfill in a timely and proper manner its obligations under this agreement, or if the Contractor shall violate any of the terms of this agreement, the Institution shall have the right to immediately terminate this agreement and withhold payments in excess of fair compensation for work completed.

Notwithstanding the above, the Contractor shall not be relieved of liability to the Institution for damages sustained by virtue of any breach of this agreement by the Contractor.

5. This agreement may be modified only by written amendment executed by all parties hereto.
6. The Contractor shall maintain documentation for all charges against the Institution under this agreement. The books, records, and documents of the Contractor, insofar as they relate to work performed or money received under this agreement, shall be maintained for a period of three full years from the date of the final payment, and shall be subject to audit, at any reasonable time and upon notice, by the Institution or the Comptroller of the Treasury, or their duly appointed representatives.
7. The Contractor shall not assign this agreement without obtaining the prior written approval of the Institution.
8. This agreement shall not be binding upon the parties until it is approved by the president and the Chancellor of the Tennessee Board of Regents.
9. Compensation to the Contractor for travel, meals or lodging shall be in the amount of actual cost to the Contractor, subject to maximum amounts and limitations specified in the Tennessee Board of Regents policies, as they may be from time to time amended.

In witness whereof, the parties have by their duly authorized representatives set their signature.

TENNESSEE TECHNOLOGICAL UNIVERSITY

BY: 

TITLE: President

DATE: 8/19/99

TENNESSEE BOARD OF REGENTS

BY: Charles Manning /ms

TITLE: Chancellor

DATE: 8-28-01

Attachment A

May 17, 2004

Dr. Robbie K. Melton
Tennessee Board of Regents
Regents Online Degree Programs
1415 Murfreesboro Rd. Suite 372
Nashville, Tennessee 37217

Dear Dr. Melton;

Thank you for the opportunity to present this cost breakdown for the 2005 RODP Marketing Campaign. All figures are estimates and can be adjusted to better meet the needs of the project. The thirteen components total \$126,000. Tennessee Technological University will present invoices on the 15th of each month for the actual percentage of work completed for each section. Invoices are due and payable as received by TBR. ~~If required, any indirect costs would be added to these breakdowns resulting in the possible scaling back of certain components to remain~~

* Per Kevin Hayes, the indirect costs requirements have been waived by TTB.
hmm
8-12-04

- **Continue 2003-2004 implementations of billboards, print, online, and public relations work. \$17,000**
- **Continue 2003-2004 marketing and demonstration CD-ROM. \$5,000**
- **Develop, implement and evaluate a master marketing plan that sets goals, implementation tasks, and coordinates monthly marketing activities to maximize marketing accomplishments and resources. \$15,000**
- **Develop and implement innovative online marketing campaign that mobilizes current RODP customers to initiate new contacts and customers from their peer groups. \$15,000**
- **Develop and implement a marketing campaign that increases RODP visibility on the TBR system school campuses. \$5,000**
- **Develop and implement a Masters in Nursing campaign that reaches out to the 50,000 Tennessee Registered Nurses as the MSN program launches. \$25,000**
- **Develop and implement an innovative online marketing campaign that uses state-wide electronic media such as web sites associated with television stations, cable companies, etc. \$15,000**

- **Develop an innovative tool kit for current RODP field staff to be used with routine inquiries, communication with customers, and community presentations. \$5,000**
- **Develop a public relations press kit to be used within the TBR system to communicate program opportunities and successes. \$5,000**
- **Host a marketing workshop with RODP leaders to identify additional marketing opportunities in the RODP arena. \$2,000**
- **Develop a marketing campaign that reaches Tennessee Career Planning outlets including those associated with Labor and Workforce Development. \$10,000**
- **Develop a marketing campaign to Tennessee Industry and key employers to use RODP to meet employee training work needs and workforce development goals. \$5,000**
- **Accomplish other marketing tasks on behalf of RODP as requested by RODP leaders. \$2,000**

We look forward to working with the Tennessee Board of Regents, Regents Online Degree Program to move this work forward. Please don't hesitate to contact me if I can be of further assistance.

Sincerely,

Kevin Liska
 Director, BusinessMedia Center
 Tennessee Technological University
 Box 5103
 Cookeville, TN 38505

kliska@tnitech.edu
 931-372-3337



Tennessee Tech
UNIVERSITY

Office of Research and Graduate Studies

Research Box 5012 • Cookeville, TN 38505-0001 • (931) 372-3374 • Fax (931) 372-6374

Graduate Studies Box 5036 • Cookeville, TN 38505-0001 • (931) 372-3233 • Fax (931) 372-3497

research@tntech.edu • gradstudies@tntech.edu • www.tntech.edu

September 15, 2004

Ms. Elizabeth Holton
Chancellor's Office
Tennessee Board of Regents
1415 Murfreesboro Road, Suite 340
Nashville, TN 37217

Dear Ms. Holton:

Enclosed is a fully executed copy of the Agreement between the Tennessee Board of Regents and Tennessee Tech University for Mr. Kevin Liska's project entitled "*RODP Marketing Campaign*."

If you should have technical questions about the project, please contact Mr. Liska at (931) 372-3337. Contractual and administrative questions or correspondence should be directed to this office.

Sincerely,

A handwritten signature in cursive script that reads 'Sammie Sparks'.

Sammie Sparks
Contract Compliance Assistant
Office of Research

Enclosure



Tennessee Tech
UNIVERSITY

AMENDMENT TO THE
ORIGINAL CONTRACT
DATE 6-2-05

Office of Research and Graduate Studies

Research Box 5012 • Cookeville, TN 38505-0001 • (931) 372-3374 • Fax (931) 372-6374

Graduate Studies Box 5036 • Cookeville, TN 38505-0001 • (931) 372-3233 • Fax (931) 372-3497
research@tntech.edu • gradstudies@tntech.edu • www.tntech.edu

June 30, 2005

Ms. Elizabeth McClaran
Tennessee Board of Regents
1415 Murfreesboro Road
Suite 350
Nashville, TN 37217


RE: Amendment to Professional Services Agreement

Dear Ms. McClaran:

Enclosed is a signed original of an amendment to the Professional Services Agreement between TBR and Tennessee Technological University for Mr. Kevin Liska's project for development of an interactive website and other media around strategic planning, academic audit, and degree programs.

If you should have technical questions concerning the project, please contact Mr. Liska at (931) 372-3337. Contractual and administrative correspondence or questions should be directed to this office.

Sincerely,


Sammie Sparks
Contract Compliance Assistant
Office of Research

Enclosure

**AMENDMENT TO
PROFESSIONAL SERVICES AGREEMENT
BY AND BETWEEN TENNESSEE TECHNOLOGICAL UNIVERSITY (TTU) AND
THE TENNESSEE BOARD OF REGENTS**

This Amendment to the Professional Services Agreement, dated August 10, 2004, ("Agreement") by and between TTU ("Contractor") and the Tennessee Board of Regents ("TBR") is made, entered into and effective June 2, 2005.

WITNESSETH

WHEREAS, The Contractor and TBR have entered into the Agreement subject to certain modifications, clarifications and changes contained in this Amendment; and

WHEREAS, The Contractor and TBR agree, through this Amendment, to reflect certain modifications, additions and clarifications to the Contract terms and conditions in the Professional Services Agreement.

NOW, THEREFORE, in consideration of the mutual covenants undertaken herein, the parties hereby agree to amend the terms and conditions of the Agreement specifically as set forth herein:

1. Item A. See new ATTACHMENT A for services and additional fees of \$100,000.00. This will replace the original Attachment A dated May 17, 2004.
2. Item B. In no event shall the liability of the TBR under this contract amendment exceed \$226,000.00.

Payments to the Contractor shall be quarterly, but **only after receipt of an invoice for services performed**. The final payment shall be made only after the Contractor has completely performed its duties under this agreement.

Invoices should be mailed to the following address:

Deanna Hall, Director of Fiscal Services
Tennessee Board of Regents
1415 Murfreesboro Road, Suite 350
Nashville, TN 37217

3. Prevailing Documents. In the event of any conflict or inconsistency between the terms and conditions of this Amendment and the Agreement, the terms of this Amendment shall prevail.

4. Termination. This agreement shall terminate either on August 31, 2005, or upon written notice by one party to the other that is at least 30 days before the effective date of termination. In that event, the Contractor shall be entitled to receive just and equitable compensation for any satisfactory authorized work completed as of the termination date.
5. State Purchasing Requirements. Contractor will comply with State Purchasing requirements in the performance on this contract.
6. This Contract is subject to the allotment of state and/or federal funds, and may be null and void unless funds have been appropriated and are available for the purchase of the service or item which forms the basis of the Contract.
7. Reporting. The Contractor shall submit to the TBR a quarterly progress report to be submitted with the quarterly invoice that itemizes work performed to date and the percentage of completion for each task on Attachment A.

In witness of the acceptance of the terms of this Amendment, the parties have by their duly authorized representatives set their signatures.

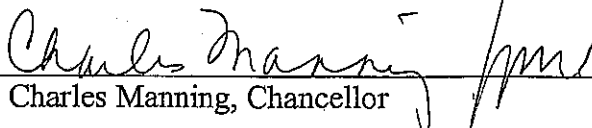
TENNESSEE TECHNOLOGICAL UNIVERSITY

By: 

Title: President

Date: 6/22/05

TENNESSEE BOARD OF REGENTS

By: 

Charles Manning, Chancellor

Date: 6-16-05

FY 2004-2005 RODP/ROCE MARKETING CAMPAIGN BUDGET:

1. **Continue 2003-2004 implementations of billboards, print, online, and public relations work.** \$17,000
 - The delivery to TBR schools of past (FY 03-04) marketing materials in inventory and the reprinting of at least 10,000 additional copies of marketing material and advertisements in at least two magazines.
 - Summarize 2003-2004 marketing work including the CD-ROM for delivery in a new wallet size CD-ROM and deliver at least 1,000 copies for select stakeholder delivery.
2. **Continue 2003-2004 marketing and demonstration CD-ROM.** 5,000
 - Include production of at least 5000 CD-Roms, and appropriate packaging inserts and cases and deliver to TBR member schools.
3. **Develop, implement and evaluate a master marketing plan that sets goals, implementation tasks, and coordinates monthly marketing activities to maximize marketing accomplishments and resources.** 15,000
 - Author, deliver and present at least a 70 page marketing plan. Plan will include an executive summary suitable for RODP stakeholders. Plan will be suitable for online viewing at the discretion of RODP leaders.
4. **Develop and implement innovative online marketing campaign that mobilizes current RODP customers to initiate new contacts and customers from their peer groups.** 15,000
 - Implement online research campaign including at least 75 survey questions with appropriate research methodology including pre-testing

and implement to all RODP students.

5. **Develop and implement a marketing campaign that increases RODP visibility on the TBR system school campuses.** 5,000

- Include the production and delivery of at least 2,000 posters and 2,000 flyers for delivery directly to TBR member schools .

6. **Develop and implement a Masters in Nursing campaign that reaches out to the 50,000 Tennessee Registered Nurses as the MSN program launches.** 25,000

- [RODP leaders agreed to modify this task to substitute ROCE for the MSN originally highlighted for this task. MSN was determined to be marketed at capacity shortly after startup with resources shifted to ROCE.] Campaign material includes designing and delivering over 10,000 flyers and over 5,000 posters for the new launch of the ROCE program. In addition, implementation includes designing two large 8x8 foot trade show displays for the marketing of ROCE in law enforcement and lifelong learning target markets.

7. **Develop and implement an innovative online marketing campaign that uses state-wide electronic media such as web sites associated with television stations, cable companies, etc.** 15,000

- Include the development and delivery of at least 3 distinct online campaigns delivered online to specific targeted marketing in areas determined by RODP leaders.

8. **Develop an innovative tool kit for current RODP field staff to be used with routine inquiries, communication with customers, and community presentations.** 5,000

- Include the design and implementation of at least 2,000 copies of marketing material

usable by at RODP field staff.

9. **Develop a public relations press kit to be used within the TBR system to communicate program opportunities and successes.** 5,000
 - Include the authoring of at least 10 Public Relations stories to be used in press releases and other traditional and online web mediums.
10. **Host a marketing workshop with RODP leaders to identify additional marketing opportunities in the RODP arena.** 2,000
 - Implement at least one workshop with RODP leaders State-wide.
11. **Develop a marketing campaign that reaches Tennessee Career Planning outlets including those associated with Labor and Workforce Development.** 10,000
 - Develop printed campaign materials and initiate state-wide cooperation to officially communicate RODP initiatives to the 13 Tennessee Career Centers.
12. **Develop a marketing campaign to Tennessee Industry and key employers to use RODP to meet employee training work needs and workforce development goals.** 5,000
 - Disseminate marketing material to key industry employers and locations involving community leaders as part of the traditional RODP marketing efforts. Conduct at least one career workshop highlighting RODP opportunities.
13. **Accomplish other marketing tasks on behalf of RODP as requested by RODP leaders.** 2,000
 - Initiate partnership with Governors Foundation to promote lifelong learning and cross market RODP with the Governor's Imagination

Library program throughout the State.

TOTAL

\$126,000

ADDITIONAL SERVICES AND FEES---JUNE 2, 2005

- 1. Continue to Develop and Implement an Ongoing Marketing Intelligence System**
Deliverable: Create an electronic system (Internet based) that will provide timely information for marketing decision making and take advantage of the over 7,000 customers currently involved in RODP/ROCE. This system will continue to look at consumer behavior issues and the question of quality. In addition, it will be interactive and responsive to customers.

\$25,000

 - Minimal deliverables include the following:
Internet based system showcasing brochures, posters, graphics, video, banners, billboards, tradeshow material, research surveys and all other marketing tools to stakeholders including current customers. This system will feature a database useable by all schools and RODP staff and include all .pdf files of every RODP/ROCE marketing piece produced in the past three years.
- 2. Implement the Tabloid Marketing Publication for State-Wide Distribution Deliverable: Publication that can be distributed across the state to promote the RODP/ROCE successes and products to stakeholders.**

30,000

 - Minimal deliverables include the following:
Design and produce at least a 10 page tabloid featuring RODP success stories and programs and deliver at least 50,000 copies state-wide through public channels such as at least 50 Chambers, 200 Libraries, 14 Career Centers 100 schools and 50 other organizations.

3. **Convert and Expand Testimonials to an Online Video Based System Deliverable: Online video testimonials from current customers and other stakeholders that can be integrated into other marketing tools.** 10,000
- Minimal deliverables include implementing a web based, text searchable, video testimonial system that features at least 100 video clips with authored descriptions and keywords.
4. **Accomplish Other Marketing Tasks on Behalf of RODP as Requested by RODP/ROCE Leaders. Deliverable: Respond to RODP correspondence, calls and meetings as needed.** 5,000
- Anticipated deliverables include developing 10 brochures or flyers used in marketing and delivering at least 1000 copies.
5. **Implement Online Market Segmentation Analysis for Continuing Education Markets Deliverable: Study new product and market opportunities with online continuing education and prepare marketing guidelines that will allow TBR to move forward in high potential areas.** 5,000
- Minimal deliverable includes delivering 50 copies of at least a 100 page report suitable for deliver to Continuing Education leaders and other stakeholders. Conduct at least 2 presentations of this material as determined by RODP/ROCE staff.
6. **Implement Competitive Analysis for Online Continuing Education Markets Deliverable: Study and analyze online competitors and strategize market opportunities for ROCE. Prepare strategy for TBR to penetrate online continuing education markets.** 5,000
- Minimal deliverable includes delivering 50 copies of at least a 75 page report suitable for deliver to Continuing Education leaders and other stakeholders. Conduct at least 2 presentations of this material as determined

by RODP/ROCE staff.

7. Author Guidelines for Search Engine Optimization in Niche Markets

Deliverable: Study and analyze market opportunities and author specific strategies and guidelines to capture market share in the dynamic online marketing environment.

5,000

- Minimal deliverable includes delivering 100 copies of at least 50 page report suitable for deliver to Continuing Education Deans and other stakeholders. Conduct at least 2 presentations of this material as determined by RODP/ROCE staff.

8. Using Established Branding, Develop and Implement Innovative and Sophisticated Online Marketing Campaign Deliverable: Internet marketing (independent of the current RODP web site) developed in response to lessons learned from Market Segmentation, Search Engine Optimization and Competitive Analysis projects.

15,000

- Minimal deliverable includes delivering appropriate graphics and online marketing material for at least 10 different market targets. This includes individual Internet and traditional strategies to penetrate each market and at least 10 different web pages. This material will also be delivered in the form of 100 copies of at least a 50 page document.

Subtotal

\$100,000

TOTAL

\$226,000

TENNESSEE BOARD OF REGENTS

ETHNICITY FORM

NAME OF CONTRACTOR: Tennessee Technological University
(Please print/type name of Contractor)

CITIZENSHIP:

Is contractor a US Citizen? _____ Yes _____ No

If no, please state country of Citizenship: _____

BUSINESS OWNERSHIP: (Check all that apply)

- _____ (a) Non-Minority
- _____ (b) Government
- ☒ (c) Non-Profit
- ☒ (d) Other institution of higher education
- _____ (e) Minority*
 - _____ (1) Race/Ethnicity
 - _____ (2) Woman
 - _____ (3) Disabled

OWNERSHIP ETHNICITY: (Check only one)

- _____ (a) African American
- _____ (b) Asian American
- _____ (c) Native American
- _____ (d) Hispanic American
- _____ (e) Caucasian
- _____ (f) Other _____

I certify that all information submitted on this form is correct.

Signature: Francis Otunye Jr Assoc. VP for Research & Graduate Studies

*Minority-owned business means a business which is solely owned, or at least 51% of the assets or outstanding stock of which is owned, by an individual who personally manages and controls the daily operations of such business who is impeded from normal entry into the economic mainstream because of: a) past practices of discrimination based on race, religion, ethnic background or sex; b) a disability defined as a physical impairment that, in the written opinion of a person's licensed physician, substantially limits one or more of the major life activities of such person and is expected to continue to exist for more than five (5) years, (as used herein "major life activities" means caring for oneself, and performing manual tasks - which include writing, walking, seeing, hearing, speaking and breathing. (T.C.A. 4-26-102); or c) past practices of racial discrimination against African Americans. (T.C.A. 12-3-802)